

# 9 THE REAL DEAL

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# 01 DEFINE SUCCESS

From **Activity Sheet #8 Test And Improve**, your team has built an MVP and tested it out with users. Now you need to implement a complete version of your idea with some metrics of success in mind.  
20 min

**What does success look like for your team?**

### How to Measure Success

- Review your *How Might We* question and create a list of 4-5 metrics with your team that you will measure when you put your completed project to use.
- These metrics need to be:
  - specific and relevant to your HMW question
  - quantifiable (measurable with numbers or some sort of scale)
  - measured **before** and **after** you implemented your project to demonstrate change
- These can be measured either through observation (e.g. counting) or surveys.

### Examples of Metrics

- If you are transforming an underused space, you may want to consider the following:
  - The number of people frequenting the space (before and after)
  - User satisfaction - you may ask people to rate the space as Excellent, Good, Fair, Poor
  - Duration of stay - how much time are people spending in the space
- If you are delivering a service or hosting an event for a cause, you may want to consider the following:
  - The number of people who used the service or attended the event
  - User satisfaction - you may ask people to rate the service/event as Excellent, Good, Fair, Poor
  - Awareness/behaviour change - are people more aware of the issue? Are they now doing something differently?



# 02 SITE REVISIT

With your list of metrics, revisit your site to make observations before the build to establish baseline data. 30-60 min

- Do all the counts, measurements and surveys necessary for your list of metrics
- Document the site through photos and videos one last time before you build your project
- Organize all your information in a spreadsheet or document to make it easier for comparisons later on



# 03 SUBMISSION

Submit the following items to your school chapter folder on Google Drive:

1. **Create a new subfolder and name it "Activity 9"**
2. **Upload the following items in the subfolder:**
  - List of metrics and data collection methods for each metric (e.g. observation, surveys, etc.) from *Section 01 Define Success* in a Google Doc/ written document.
  - Collected information from *Section 02 Site Revisit* in a separate spreadsheet or document
  - Photos and videos of the site



# 04 PROJECT MANAGEMENT

You're so close! Now work with your team to figure out the logistics of your project. 60 min

This section will help you create a series of project management plans to make sure everything goes smoothly.

## Project Design and Planning

**1UP** Project Design and Planning

**PROBLEM/OPPORTUNITY**  
Define the issue you're tackling and/or the opportunity you're responding to in your community. Why is it important?

**VISION**  
What does your community look like in an ideal world?

**IDEA**  
Summarize your solution in 1 sentence.  
With a \$200 grant for our project, we will:

**TARGET GROUP**  
Who will benefit from your project?

**PLACE**  
Where will your project take place?

**TIME**  
When and for how long will your project take place?

**GOALS**  
List 2-3 tangible goals you want to achieve with your project.

### 1. Problem/Opportunity

Write a short description of your community challenge and why it's an important issue.

### 2. Vision

Describe your team's vision of your community where the challenge you're tackling has been addressed.

### 3. Idea

Describe your idea in one sentence, starting with "With a \$200 grant for our project, we will..."

### 4. Target Group

Identify the group(s) of people who will benefit from your project.

### 5. Place

Identify the location of your project in relation to your community and community challenge.

### 6. Time

Describe the date, time and duration of your project.

### 7. Goals

State your team's goals for this project, based on the metrics identified in **Activity Sheet #4 Frame the Challenge**.

# 04 PROJECT MANAGEMENT (CONT'D)

## Action Plan

ACTION PLAN				
MILESTONES	TASKS	TIME	LEADS	RISKS & ALTERNATIVES

### 1. Idea

Restate your idea from the Project Design and Planning worksheet.

### 2. Action Plan

#### A) Milestones:

Identify the main steps required to realize your project. For example, a typical design-build project may include milestones like securing access or permissions to the site, acquiring materials, recruiting volunteers, etc.

#### B) Tasks:

Break down each milestone into individual activities that need to be completed. For example, acquiring materials may include tasks like creating a materials list, checking prices, visiting stores, etc.

#### C) Time:

Plan a deadline for each task to keep your team accountable.

#### D) Leads:

Assign each task to a team member. There may be several team members involved in a task, but one member must be held responsible for its completion.

#### E) Risks & Alternatives:

Identify potential roadblocks to your milestones or tasks and possible alternatives that would still help you achieve your project goals.



# 04 PROJECT MANAGEMENT (CONT'D)

## Budget Plan

**Budget Plan**

**EXPENSES**

Think through your budgeting process and give an estimate of how you intend to spend your funds. Don't worry about being perfect, this is a guide for the future.

BUDGET ITEM	AMOUNT	NOTES
TOTAL	\$	

**REVENUE & IN-KIND CONTRIBUTIONS**

Do you have other sources of revenue ("cash") that will be contributed to this project? Do you anticipate any "in-kind" contributions, such as in-services or volunteer support? Provide an estimate when relevant.

SOURCE	IN-KIND AMOUNT	CASH AMOUNT
TOTAL	\$	\$

**1. Expenses**  
 Identify the types of expenses related to your project and their amounts (estimate to the best of your abilities if you don't have exact numbers yet). This may include materials, printing, marketing, refreshments, etc.

**2. Revenue**  
 As a 1UP School Chapter, you will receive \$200 as a project stipend to help launch your project. As a school club, you may also receive funding from your school. Talk to your teacher supervisor about this. You may raise additional funds selling 1UP merchandise or through other means, like a bake sale.

**3. In-Kind Contributions**  
 List all other non-monetary donations or support that you receive for your project. This may include a free meeting space, volunteers, free art supplies, etc.

**Your project must break even.** If your estimated expenses are exceeding your estimated revenue, talk to your mentor about potentially adjusting or scaling down your project.



# 04 PROJECT MANAGEMENT (CONT'D)

## Branding and Outreach

**1UP** Branding and Outreach

NAME \_\_\_\_\_

**PROJECT NAME**  
Give your project a catchy name!

**TAGLINE**  
Create a short one-liner that conveys your project.

**PITCH**  
Now that you have a better idea of your project, craft an elevator pitch you can give within 30 seconds.

**LOGO**  
Draw a logo for your project. Keep it simple!

**OUTREACH**

<b>AUDIENCE</b> Who are you reaching out to?	<b>MEDIA</b> How are you reaching out to them? Through what platform(s)?

### 1. Project Name

You want people to remember this! Think of a short and catchy name that captures the essence of your project.

### 2. Tagline

An effective tagline will attract people to your project in one short phrase. You can try to create one based on your project vision or goals.

### 3. Pitch

Create a short pitch that will describe your community challenge and how your project will address it.

### 4. Logo

This is optional but if your team is inspired to create a project logo, go for it! Make it simple and memorable.

### 5. Outreach

#### A) Audience:

Identify the group(s) of people that you want to reach out to. These are likely the users of your project, and/or people who are affected by the community challenge.

#### B) Media:

Identify the method(s) that you will use to reach out to your audience. Consider their demographics and preferred way of communication.



# 05 PRE-LAUNCH CHECK

Last few steps before the launch!

## Before you go ahead...

- Submit your Project Management worksheets to your mentor for feedback before you build your idea!
- Discuss your action plan with your teacher supervisor and other decision makers, and ask for any necessary approvals.

## Ready to go?

- After you have discussed your plan with your mentor, teacher supervisor and decision makers, you're clear to go!
- Remember - be patient. It may take some time (and maybe several tries) until you see tangible results of your project.

## Don't Forget - Collect Data, Capture Moments and Stories

- Use the metrics and data collection methods from your previous site visit to collect data again once your project is up and running.
- Besides measuring quantifiable success, it is valuable to also capture qualitative information.
- Take photos and videos **during the build** and **when it is in use!** Nothing is more powerful and rewarding than visual evidence of your team's effort and impact on other people.
- Ask people to give testimonials. Good quotes, reviews, and stories carry a lot of weight in convincing others about the effectiveness of your project. Make sure you bring a notebook and pen to record them.

## Now go out there and make a difference!



# 06 SUBMISSION

Submit the following items to your school chapter folder on Google Drive:

- 1. Upload the following items in the same subfolder you used previously for this Activity Sheet, "Activity 9":**
  - Project Management worksheets from *Section 04 Project Management*
  - Collected information while your project is in use, combined with previous baseline data, in a spreadsheet or document
  - Photos and videos of the site during the build and while your project is in use
  - Key quotes, reviews, and stories recorded during the process, in writing, audio or video format